EV SSL Certificates for Better Online Business Credibility

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Today online businesses are facing a crisis in getting customer trust and confidence because of increasing physical scams. But now there is a solution to keep away such scams with a new kind of SSL certificate that is EV SSL Certificate that helps the webmasters to easily identify the theft and let the users be comfortable to do any transaction with such trusted sites.

EV SSL or Extended Validation SSL is a latest generation of SSL Certificates that was designed only for the purpose of conveying great strength as one of the best ecommerce security solutions as well as protect against phishing attacks to your website. Users or visitors can be sure of security by checking the green address bar that the website is secure and trusted for any type of communication or transactions. This will help the webmasters or business marketers can build long term revenue by increasing trust online.

Benefits of Getting Extended Validation SSL:

â€¢ Strong 128 / 256 bit encryption

â€¢ 99.9% Browser Recognition Rate

â€¢ EV Upgrade technology enables EV visibility for Internet Explorer 7 on Windows XP systems

â€¢ Increases customer trust to increase conversion rates

â€¢ Helps to cut shopping cart desertion

â€¢ Protects your visitors from phishing scams

With the growing occurrence of the phishing attacks, the users canâ€™t easily trust in online transactions and the online businesses have to suffer from less conversion rates. But here is a solution: the EV SSL certificates are developed only for the reason to win the customer confidence with the strong verification and visible display in almost all browsers like IE9 and Firefox 4.

When a user visits your website which is EV SSL certified, the address bar of the browser turns to green which shows that the site is verified and trusted to use it for transactions. Also one check the organizational identity with the name of the CA like VeriSign, GeoTrust next to the green bar to reassure that the website is genuine and not fraud.

Who can get the EV SSL Certificate ?

To get the Extended Validation certificate for any organization involves the most precise process among any other SSL certificate. The CA (Certification Authority/Browser) Forum sets the standards for an organization to qualify. The organization must have to be registered with an official registration authority within their jurisdiction. Corporations, partnerships, unincorporated companies, government agencies and sole proprietors can also apply for EV SSL. The Certification Authority (such as VeriSign, Thawte, GeoTrust, or RapidSSL) gets back to you with full qualifying questions and instructions for making your online business more secure and trusted.

The end users are looking for a system that help them to take better decisions about whom to trust on the web for making any type of transactions and for that CA forum needs to modify the trust

infrastructure of the websites. They have developed an Extended Validation SSL certificate which fully includes the best user interface with the symbol of the trust and confidence for the end users. EV SSL Certificates provide their strength on specific identity authentication process requirements and certificate validity verification information for the users to check the security level.

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